

ABSTRACT OF THE DISCLOSURE

A computer based system that automatically gathers and analyzes relating to the procurement and utilization of a plurality of such assets, such as a fleet of industrial equipment, so as to maximize productivity and to reduce operating costs and administrative burdens by benchmarking relevant information. Benchmarking asset related data can be done on a company-wide or even industry-wide basis. The system is capable of benchmarking many different characteristics relating to assets. Industry-wide benchmarking can facilitate the determination of “best practices” for an entire industry. The system provides an analyst with a significant level of flexibility with regards to the types of data being benchmarked, the processing applied in the form a benchmark heuristic by the system.

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